



Creative Collection presents green oases and authentic homes for living in SS21

Living spaces full of personality and respect for Mother nature are more important than ever – Creative Collection’s design lines, Botanist and upcycled Finds are high on the itinerary for Spring Summer 2021.

Botanical surroundings

The new SS21 collection continues to emphasize the brand purpose of enjoying authentic living by offering statement pieces and authentic home décor with character and style. This season a new message emerges with Botanist; a brand-new design line that inspires us to decorate for inner peace and create stylish botanical surroundings at home.

“Botanist treasures most of my season favorites and much is to be loved in this design line. The green and earthy color schemes are uplifting, and the focus on creating a botanical vibe through select home décor will create green oases, adding light and love to our homes and lives”, says Sanne Korsholm, Chief Stylist.

Handmade details and floral prints of nature’s finest creations are key characteristics of Botanist, which will be among the five unique design lines that make up Creative Collection this season.

The evergreen design line welcomes plants and all sorts of greenery into living spaces and encourages the confident consumer to blend existing interior with new statement pieces to complete the Botanist look with a personal touch.



Bloomingville Group is an international multi-brand house founded in 2000. Deeply rooted in Nordic aesthetics and the Danish design tradition, the company presents four exclusive brands: Bloomingville, Bloomingville MINI, Creative Collection, and ILLUME x Bloomingville; all offering personal home interior at accessible price points with gratitude for nature and a story to tell.

True Finds

Creative Collection treasures unique Finds across its five design lines: Botanist, Saffron & Ginger, Boho Living, Gatherings, and Harmony. The extraordinary selection of Finds play an important role because they are the perfect manifestation of authentic living and exhibit the true spirit of Creative Collection. Each Found is made from upcycled stones or wood, and are repurposed from their original intent to reemerge as truly remarkable home décor with great storytelling.

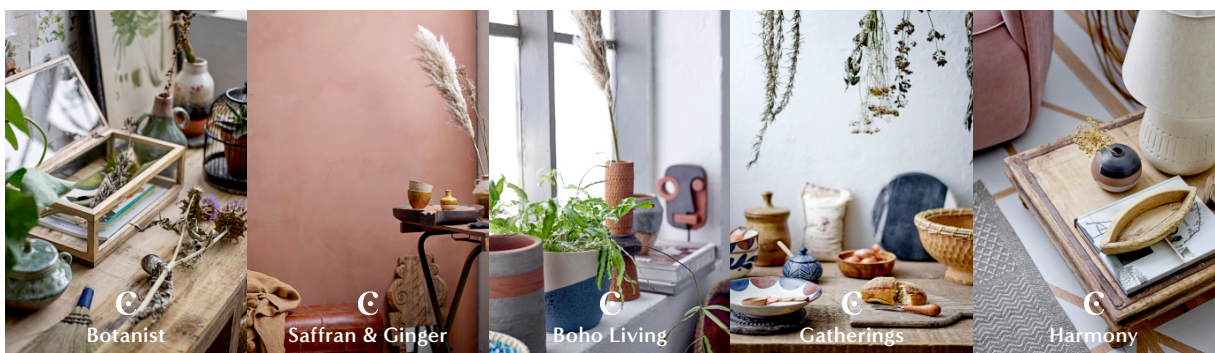


The SS21 collection keeps sustainability close at heart by introducing upcycling at its best through a new decorative Found made of stoneware. With twelve different and fascinating looks with intricate details, the deco was once used as a baker's tool. The variety of beautiful designs were used to decorate bread, adding a unique feel to it. Today, the artistry of the stone has been reinvented with a new purpose of decorating homes. In general, Finds are repurposed to enrich spaces and are the excellent choice for welcoming nature into the home.

Homes made for living

Broaden your horizon with the new authentic SS21 styles from Creative Collection and find new statement pieces from the five unique design lines of the season. Each design line offers a universe of its very own, ranging from beautiful color combinations, free-spirited deco items and furniture pieces, to kitchen essentials for casual get-togethers. Within the new collection plenty styling possibilities await to create authentic homes made for living.

Be amazed by all the wonders of Creative Collection and explore the new styles that are already on their way to stores worldwide. For further information about the SS21 collection or requesting a press login, please contact press@bloomingville.com.



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